

Notice of Allowability

Application No.

09/629,553

Examiner

Aaron Strange

Applicant(s)

HAITSUKA ET AL.

Art Unit

2153

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Interview conducted on 9/8/2005.
2. ☒ The allowed claim(s) is/are 4, 14, 17-21, and 25 now renumbered 1-8.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.


Dung C. Dinh
Primary Examiner

Allowable Subject Matter

1. Claims 4,14,17-21, and 25 (now renumbered 1-8) are allowed.

REASONS FOR ALLOWANCE

2. The following is an examiner's statement of reasons for allowance:
3. With regard to independent claim 4, the prior art of record fails to disclose a method comprising: displaying an advertisement, accompanied by a notification that a user has been inactive with respect to an online service, on the output device of a local device when the user has not interacted with the local device for a predetermined amount of time, and, wherein the advertisement display operates in accordance with a play list containing ad objects comprising a resource locator, the play list specifying an order in which to display the advertisement, and the client pausing the play list if the user has not interacted with the local device for a predetermined amount of time.
4. With regard to independent claim 14, the prior art of record fails to disclose a method comprising: displaying an advertisement in a window on an output device of a local device, and when the user has not interacted with the window predetermined amount of time, removing the client window from the output device, and wherein the advertisement display operates in accordance with a play list containing ad objects comprising a resource locator, the play list specifying an order in which to display the

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advertisement, and the client pausing the play list if the user has not interacted with the local device for a predetermined amount of time.

5. With regard to independent claim 17, the prior art of record fails to disclose a method comprising: displaying an advertisement in a window on an output device of a local device, wherein the advertisement display operates in accordance with a play list containing ad objects comprising a resource locator, the play list specifying an order in which to display the advertisement, and monitoring a user's activity with the local device and thereby detecting whether the user is interacting with the an online service, and pausing the play list if the user has not interacted with the local device for a predetermined amount of time.

6. With regard to independent claim 25, the prior art of record fails to disclose a a computer program product having software for: displaying an advertisement in a window on an output device of a local device, and monitoring a user's activity with the local device and thereby detecting whether the user is interacting with the an online service, and if it is determined that the user has not interacted with the local device for a predetermined amount of time, displaying a dialog notifying the user that they have been inactive with respect to the online service, and wherein the advertisement display operates in accordance with a play list containing ad objects comprising a resource locator, the play list specifying an order in which to display the advertisement, and

pausing the play list if the user has not interacted with the local device for a predetermined amount of time.

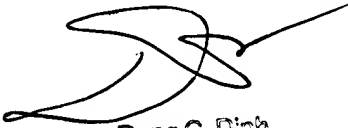
7. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Aaron Strange whose telephone number is 571-272-3959. The examiner can normally be reached on M-F 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Glen Burgess can be reached on 571-272-3949. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

AS 9/29/2005



Dung C. Dinh
Primary Examiner